

# Electronic Marketing “e-Marketing”

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# Before We Begin

- What are your expectations and interests?
- What do you hope to learn more about?



# What is E-Marketing?

- The marketing of products or services over the Internet. (Wikipedia)
- Also Known As
  - I-marketing
  - Web marketing
  - Online marketing
  - Social media marketing



# Well Known Types of Online Marketing

## Facebook

- Great for its tools such as photo albums, discussion boards, etc.
- Great for targeted ad word advertising
- Examples... RentalMatchup.com Ad Words, Pheasant Run Fan Page  
<http://www.facebook.com/PheasantRunJMU>

## Twitter

- Great for networking with a wide audience base (customers, complimentary businesses)
- “Tweet” about... news, new service offerings, shop open or closed, commentary on the industry, links to your own white papers or articles, topics your target market would be interested in
- Example... Charles Hendricks of the Gaines Group
  - [Is your elec bill too high this month? I can help u lower it next month \(71 characters\)](#)



# Well Known Online Marketing (cont)

## LinkedIn

- Great for networking w/ other business owners or industry-specific people
- Specialized groups like Charlottesville Tech and JMU Alumni Groups
- Another location for recommendations and status updates
- Create a company page and link all of your staff  
<http://www.linkedin.com/in/williamroy>

## Yelp

- Your listing already exists. Claim it and update it. Example... Cally's

## Google

- Ad Words, Analytics, Webmaster Tools

## Craigslist

- Great for selling a few overstock items



# Additional Forms of Online Marketing

## Viral Marketing

- Involves creating something that will become popular - people will want to share and you are recognized for it

## Guerilla Marketing

- Fliers at downtown restaurants in the physical world but point back to Facebook page or twitter or Web site
- Answering questions in forums and linking back to your website from posts  
Example... Dr. Lift Truck

## Banner Ad and Link Exchange Marketing

- Advertisements on online magazines or on sites of complementary service providers or other local industry organizations

## Blog & E-Newsletter Marketing

- Post content directly to your site or to a list of your current clients with relevant, interesting information. Examples... Scott Rogers & Billy Brew



# Why Is Online Marketing Important?

- Build reputation for you and your business
- Content is searchable by Google
- The Internet is a primary source for info about businesses

We've reached a point where the consumer wants to know the store owner's name and that he can be trusted.

By taking advantage of social media, businesses can make themselves more accessible, more personable, and maintain long term connections.



# A Strategy Is Needed

- Online marketing is more than just putting content online.
- It's about building a community and offering value to the members of the community
- Full marketing presentation in two weeks will discuss how to develop and implement a social media strategy
- We will save time for questions and group discussion



# Practical Application

Write in no more than 140 characters a complete description of your company

Immerge Technologies is a creative web design and development agency based in Harrisonburg, Virginia. We make websites better. (108 characters)



## Next: The Complete Presentation

- **High Tech, Low Cost: Electronic Marketing**
- *March 23 2010, 8:00 am - 10:00 am at National College*
- *Partnering again with the Valley SBDC*



# Learn more about Immerge Online

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